

INSTRUCTIONS FOR BALLOT 1A

Dear Panelist:

One of our clients is interested in learning what cigarette brands you are aware of and how you feel about those brands.

On the attached ballot most non-menthol cigarette brands are listed. Read the list and cross out the name of each brand you have not heard of.

For the remaining brands check the one column after each brand which best describes how you feel about the brand.

When you have finished, please return your ballot in the enclosed postage paid envelope.

Thanks for your cooperation.

Cordially,



A. F. Cantile
Panel Leader

1000764361

BALLOT 1A

Cross out the brands you have not heard of. (If a brand is available in either menthol or non-menthol, the name below refers to the non-menthol version.)	If my own brand were not available... (check one for brands not crossed out)		
	I would definitely consider buying this brand.	I would definitely not consider buying this brand	I would not know enough about this brand to consider buying it.
Camel Filters			
Viceroy			
Viceroy 100's			
L&M			
Doral			
Real			
True			
True 100's			
Vantage			
Vantage 100's			
Kent			
Kent (Delux Length) 100's			
Kent Golden Lights			
Virginia Slims			
Tareyton			
Tareyton 100's			
Merit			
Merit 100's			
Old Gold Filters			
Parliament			
Parliament 100's			
Winston			
Winston (Super King Size) 100's			
Winston Lights			
Winston Long Lights (100's)			
Benson & Hedges 100's			
Pall Mall (Gold) 100's			
Lark			
Lark 100's			
Marlboro			
Marlboro 100's			
Marlboro Lights			
Raleigh Filters			
Raleigh 100's			
More			
Carlton			
Silva Thins			
Eve			
Now			
Saratoga			

What is your regular brand? (specific name) _____

Is it ☐ Menthol or ☐ Non-Menthol
☐ Filter or ☐ Non-Filter
☐ Regular Length or ☐ 100mm/120mm

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